GOVERNMENT OF INDIA
DEVELOPMENT OF NORTH EASTERN REGION
LOK SABHA

UNSTARRED QUESTION NO:4476
ANSWERED ON:29.03.2017
Destination North East-2017
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Will the Minister of DEVELOPMENT OF NORTH EASTERN REGION be pleased to state:

(a) whether the Ministry has organised festival of "Destination North East -2017" recently;
(b) if, so, the details thereof along with aims and objectives thereof;
(c) the details of the stakeholders who have participated in the said festival;
(d) the details of investment made in North-East during the said festival (Destination North-East, 2017) Sector-wise; and
(e) the steps taken/being taken by the Government for socio-economic exchange of other parts of the country with North- Eastern Region?

Answer

The Minister of State (Independent Charge) of the Ministry of Development of North Eastern Region
[Dr. Jitendra Singh]

(a) Yes, Madam.

(b) The Destination North East-2017 (DNE-2017) was organized to build upon the comparative advantages of the North East Region, which included Business Summit, Buyer-Seller meet, exhibition stalls showcasing best features of NE to attract investment in tourism, skill, start-up, handlooms & handicrafts, horticulture, medicinal and aromatic plants. The Office of Principal Scientific Adviser to Government of India and Council of Scientific and Industrial Research (CSIR) displayed and demonstrated, appropriate rural technologies/innovations of IITs, RuTAG (Rural Technology Action Group) and other technologies. In addition, the rich cultural heritage of NE were displayed by cultural troops from North East Zone Cultural Council, Ministry of Culture and other NE music Bands. One of the major attractions of the event was the NE food & cuisine by the women Self Help Groups.

(c) Office of Principal Scientific Adviser to Government of India, Ministry of Information Broadcasting, Ministry of Ayurveda, Yoga and Naturopathy, Unani, Siddha and Homoeopathy, Ministry of Textile, Council of Scientific & Industrial Research, Ministry of Micro, Small and Medium Enterprises, Ministry of Skill Development and Entrepreneur participated along with the State Governments of North East.

(d) Investment enquiries have been made by the visitors/investors regarding handloom, handicrafts and food products of North Eastern Region. The DNE 2017 was organized with a hope to encourage investments in the NER especially in sectors such as, Textiles, Food processing industries, Medicinal plants, Organic horticulture produce and fresh flowers, tourism, Cane & Bamboo etc. which are inherent strength of NER. The RuTAG of IIT Guwahati received a concept note for processing "Biomass Dyers" for four states of North Eastern Region at an estimated cost of Rs. 5.5 crore for installation/customization of these dyers.

(e) Destination North East event is one of the steps taken by Ministry of Development of North Eastern Region to bring North East closer and help assimilate the diverse cultural heritage of India while encouraging investment in priority sectors like Tourism, Handloom, Handicrafts, Food processing etc. Other steps taken by Ministry of DoNER towards assimilation of North Eastern Region, are funding Business Summits, Seminars, Buyers & Sellers meets to attract investors in North Eastern Region and supporting participation of weavers/artisans of NER in Craft Bazaars and exhibitions all over India to promote their Handloom and Handicrafts and give them exposure to the National Market.